

Presentation Overview

- **Overview of Process**
 - ✓ Key Work Plan components
 - ✓ Our role in HAMP Process
 - ✓ Our role beyond the HAMP
- **Case Study Research: Lessons for the HAMP**
- **Plan and Policy Review: Major Themes for Improvement**

Overview of Process

- Led by the Sonoran Institute with support from the Lincoln Institute of Land Policy
- Both groups focusing on:
 - ✓ Core area infill and re-development
 - ✓ Quality growth at the edge
- Recognize that much of Pima County's new growth will occur at edge
 - ✓ Trends indicating that many "smart growth" principles are being applied successfully in edge communities
 - ✓ Explore applicability to Tucson



Key Work Plan Components

- **Community Case Studies**
- **Review of HAMP Guidelines and Policies**
- **Market Assessment**
 - ✓ Assessment of Economic Advantages
 - ✓ Infrastructure and Services Cost Assessment
 - ✓ Revenue Stream Estimate
 - ✓ Assessment of Economic Advantage
- **Implementation Tools and Strategies**

Our Role in the HAMP

- Provide a “reality check” from a land use and market/economic perspective
 - ✓ Ensure that the plan is realistic, given Tucson’s demographics and planning environment
 - ✓ Ensure that the Plan is defensible
- Help promote a land use pattern for the HAMP area that exhibits key characteristics of other “progressive” master planned communities in the west.

Our Role Beyond the HAMP

- Help promote “progressive” development techniques wherever State trust lands are part of the picture
- Provide information and guidance to the planning process that will support the approval of the final HAMP by the ASLD





CASE STUDY RESEARCH

Land Use Objectives:

- Representative of Western “edge city” locations in a variety of regions and with a variety of economic conditions
- Contemporary models of “progressive” master-planned development—with elements of the Desert Village model
- Successful district and neighborhood-scale activity centers that include elements of mixed-use development.
- Local government planning frameworks that foster “progressive” master planned communities.



Market and Economic Performance Objectives:

- Market, economic performance of “progressive” master-planned development in urban edge environments
- Balance between the competing interests of regional and neighborhood/community centers
- Successful planning models and development patterns that:
 - ✓ Maximize and preserve long-term value
 - ✓ Have positive impact on the cost of providing public services, including public schools



Major Case Study Projects:

- Rancho Viejo (Santa Fe, NM)
- Mesa del Sol (Albuquerque, NM)
- Verrado (Buckeye, AZ)
- Vistancia (Peoria, AZ)
- DC Ranch (Scottsdale, AZ)
- Rancho Sahuarita (Sahuarita, AZ)
- Summerlin (Las Vegas, NV)
- Hidden Springs (Boise, ID)
- Otay Ranch (Chula Vista, CA)
- North City Future Urbanizing Area (San Diego, CA)
- Northwest Marana Area Plan (Marana, AZ)



Town Center Projects:

- DC Ranch (Scottsdale, AZ)
- Desert Ridge Marketplace (Phoenix, AZ)
- Kierland Commons (Phoenix, AZ)
- Otay Ranch (Chula Vista, CA)
- Summerlin (Las Vegas, NV)
- Stapleton Redevelopment Area (Denver, CO)



Preliminary Findings: Lessons for the HAMP

- Provide clear direction at the Master Plan level
 - ✓ HAMP should provide a clear, "big picture" framework
- Allow flexibility within framework
 - ✓ Density
 - ✓ Location of centers
- Don't budge on the basics
 - ✓ Mix of uses
 - ✓ Open space
 - ✓ Pedestrian orientation/connectivity



Preliminary Findings: Challenges for the HAMP

- Taking the "standard" out of design standards
 - ✓ Need to ensure consistency between phases, without monotony
- Responding to the market without losing sight of the early vision
 - ✓ Allow for flexibility within context of vision



Preliminary Findings: Challenges for the HAMP

- Maintaining a regional perspective
 - ✓ Coordinate infrastructure improvements
 - ✓ Establish strong connection to public lands and regional open space system
- Implications of phasing must be anticipated
 - ✓ Connections/Compatibility
 - ✓ Continuity





PLAN AND POLICY REVIEW

Major Themes for Improvement

1. Provide for a "Big Picture" context and objectives for the Plan and a set of core values for the HAMP
2. Refine the Organization of the Policies
3. Build In More Flexibility on the Specifics of Individual Plan Elements
4. Clarify Relationship between the HAMP Policies and Private Sector Master Plans
5. Strengthen and Clarify Links to the City's Regulations and Existing Policy Document

Implementation Issues

- **Will the Design Guidelines and Other Plan Policies Achieve the HAMP's Goals?**
 - ✓ Clarify goals upon which changes to existing regulations can be based
- **What Obstacles to Implementation Success Exist?**
 - ✓ Current regulations do not address key goals of HAMP or are contrary to them.



Implementation Issues

- **What are the Inconsistencies with Existing City Codes and Land Use Ordinances?**
 - ✓ Development concepts and standards in HAMP not addressed in existing regulatory documents
 - ✓ Overlap/inconsistencies between HAMP standards/guidelines and existing provisions
 - ✓ Contradictions between HAMP standards/guidelines and existing regulations and guidelines





MARKET ASSESSMENT
